



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
SECOND SEMESTER 2022/2023 EXAMINATION

DATE: June, 2023

COURSE TITLE: RESEARCH METHODS IN COMMUNICATION II
COURSE CODE: CMA 328 **TIME ALLOWED: 2 HOURS**

INSTRUCTION: Answer 4 questions in all. Questions 1&3 are compulsory

- 1a. What information will you include in your methodology about the adoption of search engines to collate materials for your research. (10 marks)
- 1b. Draw a flowchart to show how you generated the texts for your bibliography. (15 marks)
2. Develop a data extraction form to apply to the reading of full texts. (10 marks)
3. You are considering whether to use convenience sample or purposive sampling to collect data for analysis. Explain the difference between both terminologies. What is the weakness of purpose sampling? (15 marks)
4. What are intracoder reliability and intercoder reliability? What is the primary aim of both? (10 marks)
5. What are the steps in designing a research tool? (10 marks)
6. What are the five steps in the thematic coding of interview data? (10 marks.)